

Consumer's Guide

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Science Looks at Soil

Consumers' Queries and Comments

"So far as floods are concerned, we can confidently predict that after several years of the new farm program, a higher percentage of soil and water will stay in the hills where they are needed, rather than flooding the river valleys and running to waste in the sea."

Henry A. Wallace
Secretary of Agriculture

C THE PARABLE of last month's floods, snuffing out lives, causing terrific damage to property and losses of millions of tons of topsoil, has been told by soil conservationists.

BIG rivers, they remind us, are fed by little rivers. Little rivers are fed by small streams. Small streams are fed by water washing across fields unwisely tilled. Soil loses its power to hold enough of the rain or melted snow when farmers, through ignorance or economic necessity, overwork its strength.

THE margin between what is just high water and what is a destructive flood is not large. Often it represents only 20 or 25 percent more water. Much of

it is water that has gathered in from the rolling acres of thousands of farms.

POTENT agent of flood prevention—more potent even than dams or reservoirs—is soil conservation. For the first time in their history, all the farmers of the land are being offered financial encouragement to become soil conservers.

C THIRTY-SEVEN million pounds of foodstuffs—canned meat, flour, cereals, vegetables, and fruits—and more than one million items of clothing and bedding, are going to families, left destitute by the flood, from the Federal Surplus Commodities Corporation. Distribution of many of these foods is possible because of a few new words which Congress placed in the Agricultural Adjustment Act last February.

SECTION 32 of the Agricultural Adjustment Act, approved in 1935, provided that an amount equal to 30 percent of the annual customs revenues could be used by the Secretary of Agriculture to ease the strain on farmers of supplies of agricultural products too great to sell at fair prices: First, by encouraging exports; second, by encouraging domestic consumption through diversion from normal channels of trade; and third, by financing adjustments in quantities planted or produced for market.

"DIVERSION", said the House Committee which drafted the section, regarding number 2, "means 'purchase' of these

surplus supplies 'for relief distribution.' Expansion of domestic markets is in the interest of the fullest utilization of our agricultural resources."

APPROVAL of proposed purchases for relief distribution was denied by the Comptroller General who ruled, in December 1935, that section 32 did not authorize the Secretary of Agriculture to use any of the funds appropriated by this section for this or any other purpose, since the specific word "purchase" or its equivalent did not appear in the law but only in the Committee's explanatory statement.

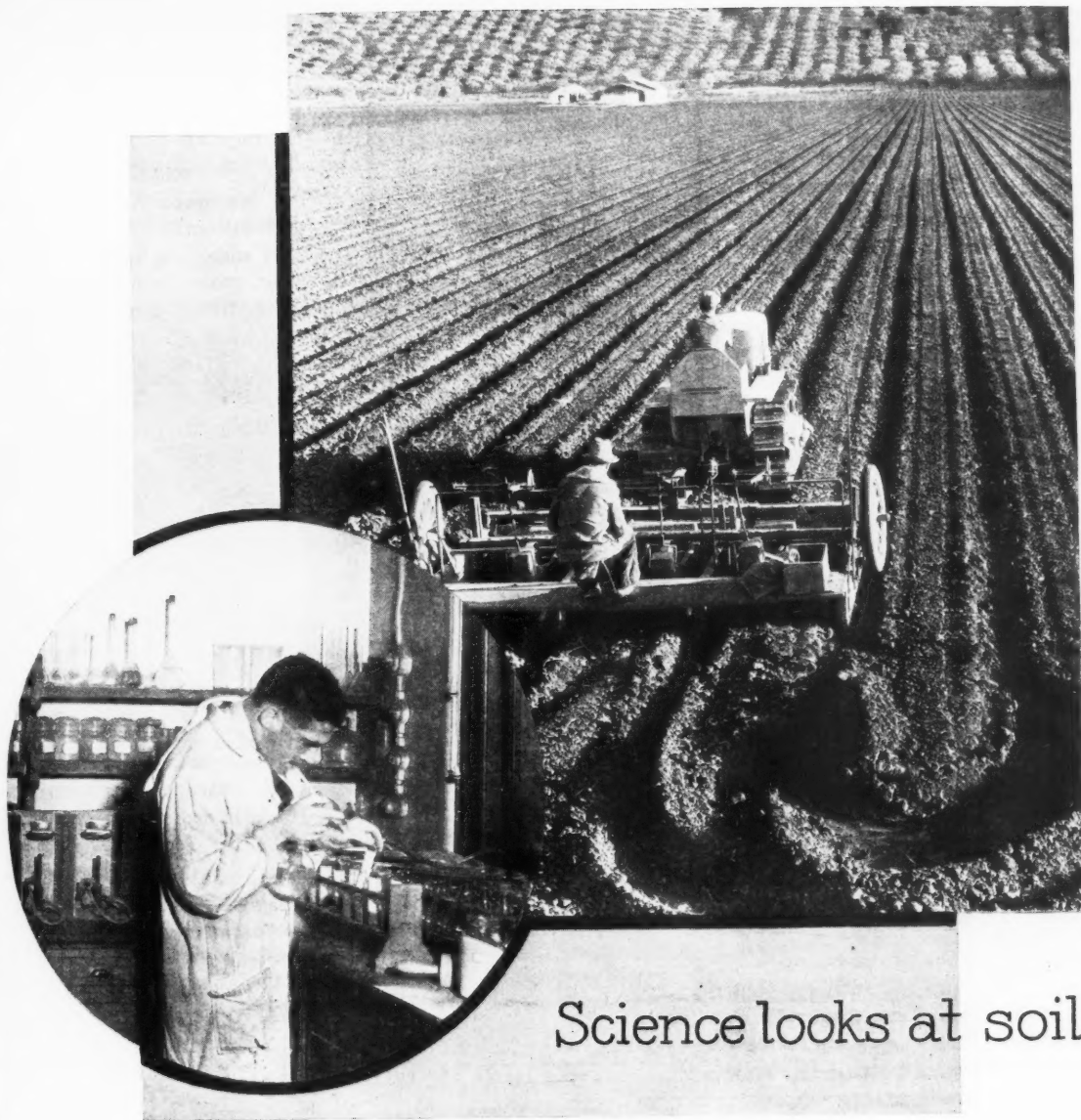
CONGRESS clarified its intent by amending section 32 in February of this year. In the amended law, the Secretary's determination "as to what constitutes diversion and what constitutes normal channels of trade and commerce and what constitutes normal production for domestic consumption shall be final", and he is given the power to expend sums appropriated to effect the purposes of this section.

DISTRIBUTION of close to 1,800 million pounds of foodstuffs during the past 2½ years has served to give two-way relief to relief families and farmers. Up to March 1 of this year there had been distributed 921 million pounds of meats, meat and fish products; 157 million pounds of dairy products; 402 million pounds of fruits and vegetables; 292 million pounds of cereals; 29 million pounds of other foodstuffs.

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Science looks at soil

Experts of the Soil Conservation Service and the Bureau of Chemistry and Soils tell about soil nutrients and the forces that undermine soil health*

SOIL is a dynamic substance. It has not existed forever, but was created and is continually being modified by forces acting upon and within it, slowly building it up from the parent rock of

the earth, slowly making it what it is.

*An abridgement of Chapter II, "Soil Health and National Wealth", a mimeographed bulletin of the Agricultural Adjustment Administration, Washington, D.C.

FOR millions of years the original rock of the earth has been worked upon by heat, cold, rain, wind, ice,

and chemical and organic forces, which cracked, ground, dissolved, burned, upheaved, mixed, and transformed the rock material until it became the fine granular mass, partly permeated with organic material, which we call the soil.

THE resulting substance is not merely "solid" or mineral. A loam soil in good condition for plant growth is, by volume, about one-fourth water, one-fourth air, and about one-tenth organic matter. In a sense, it may be said to swim, and breathe, and live.

PLANTS and animals, bacteria, molds, lichens, moss, algae, worms, insects, all have played and continue to play their part in mixing and investing the soil with nutrients which make it the matrix for plant growth.

THE various elements that make up the soil have their necessary functions in the growth of plants.

NITROGEN, phosphorous, potassium, calcium, magnesium, sulphur, and iron are elements found in the soil which are needed to nourish the plant. Carbon, hydrogen, and oxygen are also essential. It is further believed that certain other elements, in minute amounts, must be present in all normally fertile soils.

ORGANIC MATTER, as it decays through bacterial action, is of great importance in providing the plant roots with chemical compounds of these elements in suitable forms. Water in the soil and carbon dioxide from the air furnish the carbon, hydrogen, and oxygen required by the plants.

WATER also dissolves plant nutrients from the minerals and makes them available to the plants, and itself provides the moisture



Some 510 soil experts from the Bureau of Chemistry and Soils and the Soil Conservation Service are doing service for agriculture in different parts of the country. Here is one who has just taken a sample of soil, with the aid of an "auger", and is examining it to determine the soil type.

needed for their life. Plants, like animals, can assimilate solid food only when it is in solution.

CONSIDERED together, the compounds of the various elements that compose the soil make it a porous, crumbly mass, which is yet sufficiently firm and compact to provide physical support for the plant, allowing the roots to penetrate and grasp the soil material and thus support the body and leaves of the plant that are thrust above the ground.

ABOVE ground, through the action of light and heat, the leaves of the plant are able to take in from the air oxygen and carbon in the form of carbon dioxide (and to a small extent, nitrogen) and transform these elements chemically into the starches and sugars which make the chief foods of the plant and the cellulose which forms the basis of its cell structure.

BUT the soil provides the foundation and the nutrients needed to support the whole plant and make its above-ground life possible.

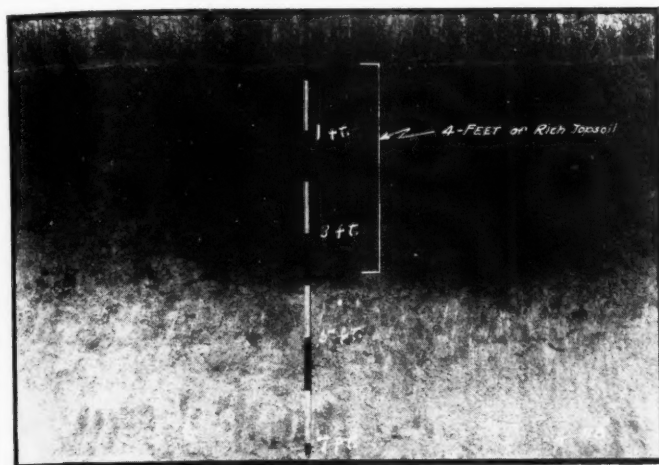
BECAUSE the soil is not a fixed, inert substance, but a dynamic active one, it is readily subject to improvement or destruction, depending on the conditions affecting it.

FORCES that made it are acting upon it still, and some of these forces are as capable of destruction as they are of building up the soil.

WHEN man arrives on the scene, with his plow and cultivator and with his specialized needs, he becomes a potent factor in either helping natural forces to build up the soil, or

in greatly accelerating their capacity for destroying it.

HE can actually hasten nature's process of improving the soil. Careful tillage, the planting of grasses and other soil-replenishing crops, fertilization by animal or other products, may steadily improve the fertility of land.



This field in Missouri was broken from sod just 3 years ago. Each year it was planted to corn. About 35 days before this picture was taken, the field was plowed and harrowed, and made ready for a new planting. Only a few days of heavy rains produced these bad gullies.

Scientists believe, for example, that the soil of England is now immensely better than it was when the Romans first appeared on the island. This has been due largely to the fact that much of the land has been kept in hay or meadows, the effect of which on the soil has been more beneficial than the original forest coverage.

ON the other hand, man may in a few years destroy the work of centuries in the building of soil. His crops may continually use up the organic and mineral nutrients of the soil without replacement.

HIS cultivation of the soil, in keeping large areas loose and open to sun and air for long periods of the year, may cause excessive oxidation (or slow "burning") of organic matter, depleting the soil of this necessary material.

HIS cultivation of slopes and hill-sides, in removing the cover from the soil, may allow large quantities of the soil to be washed away into streams and rivers. His cultivation of semiarid lands may, from time to time, allow the topsoil to be blown away by wind.

THIS last effect of man's activity, called erosion, is by far the most rapid and serious in de-

Exceptionally rich topsoil, still in place, measuring 4 feet, is pictured here on a farm in Texas. On the average for the country, topsoil which is properly processed by nature for healthful plant growth measures from 6 to 8 inches.



pleting the resources of the soil. The Soil Conservation Service estimates that it takes only about 3 years of tilling moderately steep slopes in the rolling Corn Belt of northern Missouri and southern Iowa to lose an inch of

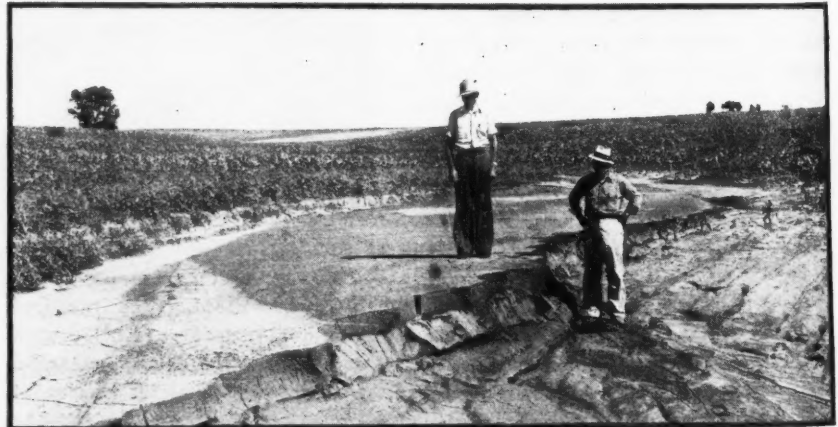


topsoil which had taken the slow process of nature at least 400 years to produce. On a steep slope, the inch of topsoil may be lost in 1 year, or even by a single rain of the "cloud-burst" type.

THE top 6 or 7 inches of soil is of peculiar importance not simply because it is the top layer, which the farmer can "get at", but because nature has long been preparing these 6 or 7 inches for plant growth. It is this layer which has slowly been permeated with decayed organic matter, and made loose and workable by the action of animal and plant organisms—that is to say, properly processed by nature for healthful plant growth.

IN the case of certain soil types, particularly those deposited to considerable depth by water, a high percentage of organic matter may exist through many feet of soil depth. But in the case of most soils—those formed from the parent rock or clay underneath—it is only the top layer which contains sufficient organic matter and read-

Rain falling on slopes which have been planted to soil-depleting crops has washed down tons of topsoil and deposited them in this hollow place on a farm in Kansas.



Millions of tiny streams, swelled by melted snow and rain allowed to carry away topsoil from overcropped and overgrazed lands, are the starting points of floods which devastate river valleys, ruin homes, and make destitute thousands of families.

ily available plant food for effective plant growth.

SCIENTISTS find that for these soils, which make up the large area of cultivated land, organic matter diminishes at a very rapid rate as lower levels are reached. Thus, if the soil down to 6 inches contains 6 percent of organic matter,

from 6 to 12 inches it may contain 3 percent or less of organic matter, and at 36 inches it usually contains less than 1 percent. There is, also, less available plant food, generally, in the material beneath the topsoil.

THEREFORE, when the rich top layer is washed away, the fertile part of the soil is virtually gone, and the usefulness of the area for farming has been greatly diminished or essentially destroyed.

THE damage that is caused by washing away of the soil is further increased by the fact that the loss of soil proceeds at a more and more rapid rate the longer it continues. This is because less moisture can be absorbed by the heavier soil material underneath, and less vegetation can be grown by it to hold the



A well-planned farm in Ohio where woods are fenced out and protected from pasture; steep land is retired to permanent meadow; soil-depleting crops are planted in strips and to follow contours; sandwiched in between are soil-conserving and soil-building crops. The strips are rotated from year to year.

soil in place. Experiments show that on some of the most important types of agricultural land in the United States, the rate of erosion on sub-soil is from $1\frac{1}{2}$ to 4 times as great as the rate of erosion on surface soil.

SHEET EROSION, while the slowest form of soil-washing, is the most dangerous because it is least apparent in its initial stages and because it is the most prevalent form of erosion. This form of erosion takes place on all unprotected slopes with every rain heavy enough to cause water to flow across the fields. It is estimated that 45 percent of the land area of the United States, exclusive of cities, has been affected in considerable degree by sheet erosion.

ON certain types of soil, as sheet erosion progresses, the surface water is likely to concentrate in channels, and as these channels become more defined, a more acute form of erosion begins, called gullying.

EVEN when little washing away of the soil takes place, land that is intensively cultivated may lose a great deal of its fertility through the draining away of valuable mineral elements which dissolve in water. Rainfall on

bare fields, loosened by cultivation, even when the fields are almost flat, may soak through soil, dissolving the mineral nutrients, and eventually carrying them into streams and rivers. This is called leaching.

SOME amount of leaching is, of course, inevitable. But it is increased by practices of farming which leave a large proportion of the land bare of cover for long periods of the year, and can be decreased by greater use of grass and cover crops.

MUDDY streams have long been telling the story of soil wastage over a wide area of the United States. Few people realize that the muddy condition of most streams is not, in a true sense, "natural."

EXCEPT in arid regions, the spring-fed way is the natural way for streams to obtain their water. Rain falls on land covered with trees, grass, bushes, and a spongy, absorptive, and protective cover of vegetable litter. It slowly seeps down through this spongy, matted cover and finds its way into underground channels. Thence it wells up clear, through springs, into streams and rivers. It has served

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What is the farmers' share?

The Federal Trade Commission looks into the spread between farm and retail prices of six important agricultural commodities.

CONSUMERS and farmers who want to know what comes between the prices the former pay and the latter receive will do well to watch for an important report which is going to come in a few months from the Federal Trade Commission.

THIS Government agency was given a big job by Congress and told to turn in a complete report not later than July 1 of this year. The job was assigned in August 1935, in Public



compare with changes in the income of principal corporations handling and preparing farm products for market, and where consumers' dollars, which are spent for major farm products, go.

Resolution No. 61. Assurance of funds to do the job was not forthcoming until January of this year. In the short time and with the limited funds—only \$150,000—available to the Commission, obviously only a beginning can be made. But even the partial answers to the questions which Congress posed to the Commission will have significance to consumers and farmers who are concerned about costs of processing and distributing farm products.

TELL us, Congress said in effect, how changes in agricultural income in recent years

REPORT to us, Congress continued, on the financial position of these principal corporations, their history, their investment, costs, and profits; on the extent of control and monopoly between farmers and consumers of the major farm products.

DESCRIBE, too—the Commission was instructed—the importance of cooperatives in processing, warehousing, and marketing of major farm products and the effects of such cooperative agencies on farmers and consumers. What are other countries doing, through cooperatives or through their governments, to cheapen costs for the protection of farmers and consumers?

FINALLY, Congress asked, what are your recommendations, based on your researches, for

improving the economic position of farmers and consumers?

COMPLETE answers to such sweeping questions as these can come only after intensive study. The Federal Trade Commission has a long and honorable history as a prober into and untangler of difficult economic problems. It can be counted on to set about its task fairly and thoroughly, limited only by the facilities at its disposal for doing the job.

LIMITS impose limits, and the first which the Commission had to set on itself was the number of agricultural commodities which it would attempt to cover. Agricultural income comes from many sources and from the sale of many different products, but among all products are six generally processed before they reach consumers which loom largest in farmers' income. These six are milk, cotton, cattle, and calves, hogs, wheat, and tobacco. In 1934 about 60 percent of farmers' cash income came from the sale of these six products, each of which yielded a cash income of over \$200,000,000.

MANY hands handle these commodities between the farmers and consumers. In the case of wheat, for instance, first there are country and terminal elevators. Then come flour millers. Flour distributors follow. Bakers and retailers of bread and flour are important factors in this flow of wheat from farms to kitchens. Other farm products move through different hands.

TO obtain financial reports on all such handlers was clearly impossible; nor was it called for by Congress which stipulated only "principal corporations." Before the Commission could obtain the necessary information from such corporations it had to select those which were important and representative of the various food industries. The general rule for selection, with a number of exceptions, was on the basis of reported assets of processing and distributing companies.

TWO "schedules", or questionnaires, were then prepared and mailed to these principal companies. In the first the companies were asked to report to the Commission for 1934 or 1935 the sources from or through which they bought their raw materials, such as wheat, cot-

ton, etc., and the sources to and through which they sold their manufactured products, such as flour, cotton goods, etc.

SECOND schedule asked processors to tell all about their financial operations: Their investment, costs, profits, change in income; the share of the consumers' dollar going to them; salaries and other returns to officers of such companies; the extent to which these principal companies control the business of processing and distributing the six farm products. These facts are sought, in some instances, for each year since 1913, in others, since 1927.

OTHER inquiries are being made at the same time into the operations of cooperatives.

ECONOMIC wisdom, as much for all of us as for each of us, starts with answers to such questions as these which Congress has put to the Federal Trade Commission.

INDIVIDUAL businesses in the past 20 years have learned how to improve tremendously their efficiency in production and distribution. Only the barest beginning has been made on the problem of the sum total of our costs of production and distribution, and yet to the Nation an understanding of them is as important in building up an adequate living standard for everyone as a shoemaker's knowledge of a cheaper way to make shoes is in building up his income.

FARMERS have been troubled about these costs, perhaps, more than any other group in the country. In depression years they have found that costs between them and consumers usually shrink proportionally less than do prices they receive for the raw materials of many products. On 10 food products alone, they found that their share of each consumer dollar which was 50 cents in the "prosperous" 20's fell off to only 35 cents in the depression. They saw their returns for raw materials for these 10 foods drop 56 percent in 3 years, while costs of processing and distributing fell off only 17 percent.

WHAT might be done to shrink these middle costs so that consumers can buy at lower prices and therefore buy more, or farmers can receive a larger share of each consumer dollar spent for farm products? How much waste do

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Once clothes are moth-free, well-sealed wrappings of brown paper or two or three thicknesses of newspaper will keep them that way.

MOTHS, like everyone else, have their special tastes and distastes. Knowing their likes—and especially their dislikes—can mean the difference between serving them well while your wardrobe takes the consequences, and vice versa.

WARM WEATHER is the first item on the list of things that make moths comfortable. That's why cold storage is one of the sure measures used for commercial care of valuable rugs and furs. That's why springtime is precaution time. In homes whose indoor climate is equable the whole year round, every month is open season for moths. But the biggest moth months are from May to July and during September and October.

DARK SECLUSION is the next factor in a moth's happiness. The moths you see flirting with danger around the candles are not the vil-

Pack away your winter woolens...

Science collaborates with common sense to keep your winter things whole for next year's use.

lains of the piece. The real guilty parties lurk in dark corners or where the light is dim. Actually even they are not the ones who do the dirty work. They merely select the quiet dark spot, and lay their eggs where their minute worm larvae can hatch in the midst of undisturbed abundance.

DIET which moths go in for is wool, fur, hair, feathers, and everything made from these animal products. Remember that this list includes the bristles in a shaving brush, the felts in the piano, upholstered furniture, and the hairs of the family cat and dog. The less processed—the closer to the natural state—are the materials, the better moths like them. In regular dyed woolen fabrics they show their most avid appetite for soiled places.

THESE three moth predilections taken into consideration, the wise consumer draws the conclusion that winter clothes lying idle in dark closets during the spring, summer, and early fall are just asking for replacement. But

depriving moths of their ideal set-up is not enough to guarantee that your woollens survive for another winter's wear. Complete moth control calls for constructive measures.

VIGILANCE is the first suggestion from entomologists in the Department of Agriculture to consumers who would conserve their wools and furs. There is no known way to mothproof things once and for all time.

CLEANLINESS is the best safeguard. Moths are not likely to be a problem in clothes that are thoroughly brushed every 2 weeks, or rugs and carpets that are electric-vacuumed.

RULE for preparation for the big spring wool-retirement calls for washing or dry-cleaning everything you can. Items that can't be squeezed into the dry-cleaning and laundry budget can at least get a thorough sunning and brushing and beating on the clothesline to remove any eggs that may have found a nest there.

TIGHT PACKAGING must follow immediately with no margin for danger. Gummed tape can seal the paper package, the cardboard hat box, the hole around the hanger in patent clothes bags, and make the closing of a trunk or closet moth-tight. For sure safety the package can include some of a tested insecticide.

SMELLS do not kill moths, nor even discourage them. Tests in the Department of Agriculture show that even the most deadly of the moth-killing chemicals do not repel moths



If you can dedicate one closet to summer storage, 3 or 4 pounds of naphthalene, paradichlorobenzene, or gum camphor will keep a well-sealed closetful moth-free for the whole season.

when the fumes are not strong enough to kill them. The only way to make the vapor effective is to keep enough of it corralled in a tight container—package, box, trunk, or closet.

KILLING CHEMICALS recommended for use are naphthalene, paradichlorobenzene, and gum camphor. One pound of one of these chemicals spread in folds of tissue paper through the layers of clothing will protect a trunk full of clothes. Three or four pounds sprinkled on shelves and floor will protect a whole closetful if the door is sealed

One pound either of naphthalene, paradichlorobenzene, or gum camphor, preferably sprinkled between folds of tissue paper among the clothes, will take care of a trunkful of clothes in mothtime.



tight. Protection lasts only as long as the crystals or flakes or balls are present in sufficient quantity, for it is their evaporation that makes the gas that kills the moths.

GARMENT BAGS are as useful as they are tight, but only for keeping moths out, once the contents are free of them. Fancy treatments can make the bags smell queer but cannot kill the destructive moth larvae. Paper bags thoroughly sealed, the tiniest openings closed, will serve to keep outside moths outside.

CEDAR LININGS in closets as we usually see them are not enough to protect clothes. The fragrance of cedar alone does not kill moths. To be really effective, a cedar closet must be tightly built with red heart wood and closed by doors that clamp shut on felt or rubber gaskets. Cedar chests are recommended for storage, partly because they are usually of tighter construction than ordinary trunks, and partly because if they are thickly enough lined and kept closed the emanation from the cedar is strong enough to kill the newly hatched larvae of clothes moths.



Since it is not equal to the job on grown moths, the experts stipulate the regular cleaning, brushing and beating prelude to storage. The ordinary "cedarized" boxes and bags cannot be depended upon.

KEROSENE PYRETHRUM sprays, sold in most drug stores under trade names, are effective for killing moths in any stage of their development if the spray actually comes in contact with the moth. Professional exterminators with power sprays can make their coverage quite complete, but sprays applied with the ordinary hand sprayer cannot be forced into many of the cracks, beneath carpeting, or behind baseboards where some of the insects are in hiding. Floor cracks filled with lint are quite impervious to hand sprays and protect the insects burrowing beneath.

WORTHLESS prescriptions for moth control include dustings of allspice, angelica root, pyrethrum stems, air-slaked lime, powdered sulphur, quassia chips, borax, colocynth pulp, eucalyptus leaves, white helebore, sodium bicarbonate, salt, lead carbonate, lead oxide; dashes of cayenne pepper, black pepper; tobacco extracts containing nicotine; sprayings of formaldehyde, 1 to 10; red cedar leaves or lavender flowers scattered in the clothing.

GADGETS sold to hang as moth-insurance in ordinary open-and-shut closets cannot do the trick.

MOTH-PROOFING solutions now on the market cannot make a garment immune to moths permanently or absolutely. Among the better solutions are those containing fluorides and rotenone. If used with thoroughness, they go some distance along the way to this goal. Those made of arsenic are not recommended by the Department of Agriculture.

FUMIGATION by methods of professional exterminators will kill moths. For this and other latest complete information on the subject write for the Department of Agriculture Bulletin

Clothes freshly dry-cleaned and immediately sealed tight against moths are safe from danger till the package is opened.

No. 1353, "Clothes Moths and Their Control", for sale for 5 cents by the Superintendent of Documents, Washington.



Farmers learning about the soil-building qualities of lespedeza from a county agent.

Consumer-Farmer Briefs from Washington

THEY'RE OFF to a new start—the farmers of the country. On March 21 the Agricultural Adjustment Administration announced soil conservation plans under the farm program, superseding production control programs which were destroyed by the Supreme Court in its January 6, 1936, decision on the Hoosac Mills case. As we go to press, farmers are gathering in thousands of county and community meetings to study the new plans and how to apply them to their own farms.

GOAL for 1936 is 30 million more acres in soil-improving and soil-conserving crops than in 1930. This means 30 million less in soil-depleting crops. Shifting will still permit, experts in AAA are sure, the production of normal quantities of food and fiber for domestic consumer needs. "Normal", as explained in our last issue, is defined in the new soil conservation act as the average per capita quantities consumed in the 20's, with allowances for certain changes in demand since then.

SOIL-DEPLETING crops include most of the vegetable foods and the fibers which humans consume—corn, potatoes, rice, sugarcane and sugar beets, vegetables, melons, strawberries, wheat, and many other small cereal grains, cotton, and tobacco. These crops are classed as soil-depleting because they take plant food out of the soil or because as row crops they expose the land to severe erosion.

SOIL-IMPROVING and soil-conserving crops are different kinds of grasses and legumes. Soil-improving crops, including several which are plowed under as green manure or left on the land as forage, definitely add to soil fertility. Soil-conserving crops hold soil in place and do not draw heavily on plant food in the soil but do not add to the fertility.

TWO kinds of payments are provided: A Class I or soil-conserving payment, averaging \$10 an acre for the country as a whole; and a Class II or soil-building payment. Total funds available for payments and administration is approximately \$470,000,000.

STARTING POINT for the individual farmer is to figure the number of acres he had planted in 1935 to soil-depleting crops. This acreage, with adjustments, is his soil-depleting base. Next, in order to qualify for the Class I or soil-conserving payment, he must show that in 1936 he had at least one-fifth as many acres in soil-conserving or soil-building crops as in his soil-depleting base, or else that he has at least as large an acreage as the maximum on which soil-conserving payments will be made. This is 15 percent for the Corn and Wheat Belts. Different starting points are provided for producers of cotton, tobacco, peanuts, flaxseed,

rice, sugar beets, and sugarcane. He then becomes eligible for a soil-conserving payment. While the average for such payments will be \$10, the actual amount will vary according to the productivity of the cropland on a particular farm. The more productive the land, the higher the rate of payment so that the program will have a definite effect in conserving the remaining good farm lands in the country.

LIMIT is placed on the maximum number of acres on which a farmer may collect a soil-conserving payment. This is 15 percent of his base acreage of soil-depleting crops. In the case of cotton, tobacco, and peanuts the figures are 35, 30, and 20 percent respectively.

SPECIAL inducement to plant soil-building crops and encouragement of soil-building practices is provided in the second type of payment. The rate of this payment will be varied according to a definite share of the cost of soil-building practices. But the total of such payment must not exceed \$1 for each acre of land in soil-conserving and soil-building crops in 1936. Farmers who already have large acreage in soil-conserving crops get special consideration under this part of the plan.

DIVIDING payments between landlords and tenant-farmers is also prescribed under the new program.

DIRECTING this big job of soil conservation will be community and county committees. Every farmer in each county will be eligible to join a county association which will elect these committees. Above them will be State committees. The national end of the job will be done by the Agricultural Adjustment Administration which will function through five regional divisions dealing directly with the State committees.

AAA

SUBSTITUTION of cheap or worthless ingredients continues as a major violation of the Pure Food and Drugs Law, the Food and Drug Administration states in its February report. Among other seizures in that month, the Administration seized 11,000 pounds of butter which it found deficient in fat. Butter is the only food for which there is a Federal legal standard of identity. It must contain at least 80 percent

butterfat, or it must not be labeled as butter. The remainder is water, salt, color, and whatever milk solids remain after churning. Consumers buying so-called butter which is deficient in butterfat pay butter prices for so much water or, in some cases, salt. This is a violation of the law, and it is the business of this watchdog of consumers, the Food and Drug Administration, to protect the public against such cheats.

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MAJOR objective of the new farm program is soil conservation, for the social purpose of enabling farmers to supply consumer needs adequately now and in the future without bankrupting themselves or their land. Measuring the economic and social benefits of soil conservation and erosion control practices will be the function of two agencies in Washington—the Soil Conservation Service and the Bureau of Agricultural Economics—and of the State Agricultural Experiment Stations. These researchers will make "before and after" reports as conservation work goes ahead.

AAA

FARMERS' cash income from the sale of farm products during the first 2 months of this year totaled \$1,027,000,000, which was \$53,000,000 better than the total for January and February 1935, despite the fact that in these months their cash income included \$122,000,000 in rental and benefit payments. Such payments in January and February this year came to only \$1,000,000. Total income in February 1936 was 66 percent of the average for 1924-29, as compared with 57.5 percent for February 1935 . . . Income of industrial workers (including factory workers, railroad and mining employees) in January 1936 was 70.5 percent as large as in 1924-29, and in February 1935, 64.5 percent.

AAA

MORE hired help and fewer family workers on farms in March of this year, compared with last March, marks another agricultural gain. The average farm hand employment stepped up from 69 to 74 persons and the number of family workers stepped down from 215 to 201, both per 100 farms.



COOPERATION



WITHIN one lifetime cooperative marketing by Ohio farmers has grown from a few cheese factories doing a few thousand dollars of business into State-wide organizations handling nearly \$100,000,000 worth of farm produce each year, states a report from Ohio State University.

MILK cooperatives alone handled more than 100 million pounds of milk last year. Ohio farmer elevator companies now do a business of more than \$35,000,000 annually. Cooperative livestock commission associations now handle Ohio livestock on the Buffalo, Cleveland, Pittsburgh, and Cincinnati markets. Cooperatives for selling eggs and potatoes under brand name have recently been organized.

OHIO farmers claim that through cooperation they have improved markets and made a better living for themselves.

★ ★ ★

EASTERN States Farmers Exchange, one of the largest purchasing cooperatives of the country, last year completed a \$300,000 addition to its cooperative feed mill in Buffalo, added 6,000 farmers to its 62,000 membership, and did a business of over \$14,000,000, according to recent annual report. Savings of \$100,000 on last year's business have been returned to members. Another \$50,000 was voted to be set aside for expansion. In its 17 years, this cooperative has made possible for its members savings totaling over \$2,000,000.

★ ★ ★

GASOLINE and oil, important items in farm management and household budgets, has

Many farmers and consumers are exploring the cooperative way of making and marketing their necessities as a two-way route to a greater purchasing power and a better living. Farmers look to cooperative purchasing to cut their costs of production and to gain for themselves a larger share of consumers' dollars. Consumers look to cooperation to cut their living costs and to make possible greater consumption of farm products. From time to time we will report some of their cooperative activities.

become a major item in cooperative business done by farmers. One retail gas and oil cooperative in Greeley, Colorado, credited with being the largest of its sort at least in this country, last year saved its members \$93,000 on purchases of 1,800,000 gallons of gas. In 15 years it has returned to its 1,700 members almost \$750,000 in patronage dividends.

★ ★ ★

COOPERATING farmers are throwing their strength behind the organization of city consumers' cooperatives. Pennsylvania's very active Farm Bureau Federation sets aside some of its funds to organize city cooperative outlets for many farm products. Ohio's Farm Bureau Federation voted last year to extend services of its affiliated cooperatives to city consumers. The Nebraska Farmers Union, recently in annual convention, resolved:

"That the harmonious relationship existing between the consumer groups and the marketing and producer cooperatives be cultivated and increased, and that we request our officers and directors to formulate plans and authorize them to promote such plans for a consistent working relationship between such cooperative associations, all such to be in the interests of both rural and urban associations, and in accord with the promotion of the cooperative movement as a whole."

★ ★ ★

SIXTY retail cooperatives in Oregon, Washington, and Idaho, have carried cooperation back into wholesale purchasing. They are members of the Pacific Supply Cooperative, organized a little over 2 years ago. Members of this

[Concluded on page 31]



young consumers

NEARLY 50 million of America's consumers are under 20 years old. That means almost 4 out of every 10 people in the country. Today these young consumers are playing a vigorous part in our trends of consumption. Tomorrow they will provide the direct demand which America's producers must meet.

THIS new generation is already the product of a set of nutrition ideas and practices entirely different from the ones on which their parents grew up. Already these changes are registered in statistics of acreage planted to new crops, in carload shipments moving from new producing areas to new markets in new seasons. Eating habits now developing will determine the way future farmers plan their crops and use their land.

THIS page is to be a meeting place between farmers and their important younger customers. News from school and home and laboratory and farm about what is interesting and helping young people as consumers will be printed here.

—YC—

SPRING FEVER shows up at an inconvenient time in the school year. Just when extra spurts of pep are needed to round out the year in class work, to go out for the spring play, for spring football practice or baseball or track, even our usual quota of ambition seems suddenly to be missing.

NUTRITION experts advise students who find themselves in this plight to look to their diets. Wintertime is likely to be a period of short-changing our bodies in many of the elements

they need, particularly in foods like fresh fruit and green vegetables which are not so cheap or plentiful then. Cold weather whets appetite for sausage, and pancakes and sirup, for candy and hot chocolate, leaving milk and salad trailing along behind.

TO FEEL adequate to the demands of school life, you need an adequate diet. Here is the framework on which to build this adequate daily diet:

Plenty of milk

(at least 1 pint, preferably 1 quart a day)

Plenty of fruits and vegetable, including

1 green leafy vegetable (like spinach) a day

1 raw fruit every day

Meat or egg or fish (one serving a day)

Fill out with what you like, but go slow on sugar

ATHLETES will want to add calories in the form of cereals and potatoes and sweets. Girls who take most of their exercise in spectator doses will probably go heavier on the salads than on the fats and starches and sweets, remembering that one chocolate malted milk with ice cream adds up to 700 calories—a quarter of her total daily calory needs—and even a chocolate caramel makes its contribution of 50 calories.

WHETHER pep, endurance, speed, sparkle, or beauty seems your special spring-fever lack, the reason may go back to the same dietary lack. To give complexions a chance, to get hair into shape for shining, to bring figures

into line with their optimum measurements, analyze your diet by the "adequate" yardstick.

—YC—

STUDENTS of Hiram High School, in Ohio, wanted to get from their education help in facing their more practical after-school problems. Proof is in the story of the growth of their Consumers' Course from its beginning as a week's project in the regular course in Economics, to a popular set of projects taking about 3 weeks, during the next year, then into an adult education course, and finally into a full semester course for Juniors and Seniors. Twenty-nine projects range from practical experience in buying and grading through study of economic, legislative, and Governmental aspects of the consumer movement.

ONE example of the way theory was combined with practice, reported by the principal, was the application of the principle of big-quantity buying to the consumer problems of the school band. By buying trombone oil in gallon quantities instead of two-ounce bottles they brought the cost of a gallon down from \$36 to 60 cents.

OTHER schools are organizing similar courses all over the country. The Young Consumers page welcomes letters from students describing their particular courses, giving their slant on the classes, telling what they are learning, what use they are making of the information, and what else they could use in the line of consumer information.

SCIENCE LOOKS AT SOIL

[Concluded from page 7]

its function of watering the roots of plants without carrying away particles of the soil into the rivers.

RAIN falling on bare loose soil is only partially absorbed. The unabsorbed part runs off over the surface of the land, carrying particles of the topsoil with it. Water and sediment flow into the streams, making them run muddy, and carrying millions of tons of soil into the ocean every year.

INSTEAD of clear streams, fed by underground springs or by grassy runlets, and flowing relatively steadily throughout the year,

surface-fed streams are alternately swollen with muddy flood waters and dry or shallow during the summer months.

FAILURE of excessively cultivated lands to hold back the rainfall, therefore, means two kinds of losses. There is loss caused by too much water flowing into rivers at a given time, and this means flood damage, and tremendous loss of topsoil. It also means silted river channels and reservoirs.

SOIL CONSERVATION is basic, then, to flood control, and to moisture conservation as well as to the maintenance of soil wealth.

RECURRING dust storms, too, are evidence of wasted soil resources and misused land. Dust storms occur when land is continually cultivated in regions where rainfall is too sparse to produce regularly an adequate growth of vegetation to protect the ground. When a period of drought arrives, as in 1933, 1934, and 1935, the topsoil which is no longer stabilized by natural grasses or cultivated crops, becomes exceedingly dry and powdery. In this condition, it is easily swept up by wind, blown in drifts of increasing size, and carried in dense clouds into the air.

A COUNTRY of verdant lands, with spring-fed streams flowing clear through every season, is a beautiful picture.

IT is a picture which cannot fully be realized. Civilization, for good or ill, makes demands on the land which necessarily alter its pristine character. The needs of a populous nation require breaking of the heavily-matted sod, intensive cultivation of large areas, lumbering of forests, and cutting of hills to build roads and railways.

THESE activities may be carried on in either a destructive or a conservative way. It would be impossible, of course, for 125 million people to live on the land and interfere as little with its natural conditions as if only the native animals or a few hunting tribes lived on it. But the needs of this number of people may be met without progressive exploitation of the land's resources. The land wealth of the United States is great enough that its present and prospective population may live upon it at a high level of existence for an indefinite period, provided the wealth of the soil is conserved as it is used.



FOR the first time since July 15, 1933, the national food cost index on March 10 was below the index for the corresponding period of the previous year. The decline from March 12, 1935, was negligible in amount, but may indicate that food costs, which have been fairly steady for a year, are now definitely turning downward.

DURING the first half of 1935, food costs increased instead of showing the usual seasonal decline. So far this year, February 25 excepted, the index is showing a seasonal decline because of seasonal increase of supplies, aided by the removal of the processing taxes.

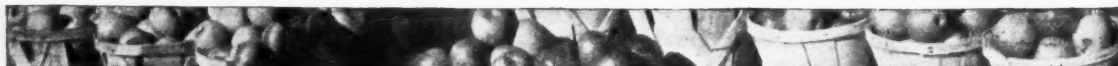
SUBSTANTIAL reductions in the price of eggs and butter, and important declines in all meat prices from February 25 to March 10 pulled the retail food cost index down to its lowest level since January 1935. The decline during the 2-week period amounted to 2.2 percent. This was the largest biweekly decline since 1933.

BARRING adverse crop conditions, this drop in food costs is expected to continue, and the general level should continue below that prevailing during the first half of 1935. Bad weather in January and February, which curtailed supplies, prevented the index from going below the 1935 level earlier in the year.

INDEX of retail food cost as reported by the Bureau of Labor Statistics on March 10 was 79.5 percent of the average for 1923-25, compared with 59.8 on March 15, 1933, and 101.4 for March 15, 1929.

ALL food groups except beverages and chocolate shared in the decline. The major decreases occurred in the case of eggs, dairy products, and meats—three important items in the market basket.

EGG prices registered the largest decline, falling an average of 5.8 cents per dozen during the 2-week period. In 14 cities egg prices declined more than 20 percent. This drop more than offset the price rise which occurred in February. As a result, egg prices



CHANGES IN AVERAGE RETAIL PRICES IN THE UNITED STATES

Kind of food	Feb. 25, 1936	Mar. 10, 1936	Change in two weeks
Dairy products:	¢	¢	%
Milk, qt.....	11.8	11.8*	—
Cheese, lb.....	27.2	27.1	-0.4
Butter, lb.....	43.6	40.1	-8.0
Beef:			
Round steak, lb.....	33.6	32.9	-2.1
Rib roast, lb.....	29.8	29.4	-1.3
Chuck roast, lb.....	22.9	22.5	-1.7
Pork:			
Chops, lb.....	33.1	32.1	-3.0
Lard, lb.....	16.5	16.2	-1.8
Whole smoked ham, lb.....	31.2	30.8	-1.3
Lamb:			
Leg of lamb, lb.....	27.7	27.7	—
Breast lamb, lb.....	13.3	12.8	-3.8
Square chuck, lb.....	22.0	21.5	-2.3
Poultry and eggs:			
Hens, lb.....	32.7	32.6	-0.3
Eggs, doz.....	40.6	34.8	-14.3
Bread:			
White, lb.....	8.3	8.3	—
Rye, lb.....	9.1	9.1	—
Whole wheat, lb.....	9.4	9.3	-1.1
*3.5-5.0 percent butterfat			(continued)

Your Food

on March 10 were at their lowest levels since last summer.

COST of dairy products which had been advancing steadily since last fall finally declined on March 10. This decrease was mainly due to a drop in butter prices amounting to 3.5 cents per pound. As in the case of eggs, this falling off in butter more than offset the increases which occurred in February.

ALL meat cuts shared in the drop in meat prices. Veal cutlets showed the largest

CHANGES IN AVERAGE RETAIL PRICES IN THE UNITED STATES

Kind of food	Feb. 25, 1936	Mar. 10, 1936	Change in two weeks
Cereal products:	¢	¢	%
Flour, lb.....	4.8	4.8	—
Macaroni, lb.....	14.9	14.8	-0.7
Wheat cereal.....	24.1	24.0	-0.4
(28-oz. package)			
Vegetables — canned:			
Corn, #2 can.....	11.4	11.3	-0.9
Peas, #2 can.....	16.0	15.9	-0.6
Tomatoes, #2 can.....	9.3	9.3	—
Vegetables — fresh:			
Potatoes, lb.....	2.4	2.4	—
Onions, lb.....	4.3	4.1	-4.7
Cabbage, lb.....	4.2	3.8	-9.5
Vegetables — fresh:			
Lettuce, head.....	7.6	7.9	+3.9
Spinach, lb.....	7.8	6.9	-11.5
Carrots, bunch.....	5.9	5.6	-5.1
Fruit — canned:			
Peaches, #2½ can.....	18.0	17.9	-0.6
Pears, #2½ can.....	22.3	22.3	—
Pineapple, #2½ can.....	22.4	22.3	-0.4
Fruit — fresh:			
Apples, lb.....	5.4	5.4	—
Bananas, lb.....	6.2	6.4	+3.2
Oranges, doz.....	30.7	30.9	+0.7



AS a result of the relatively large 1935 fall pig crop, prices of pork products should decrease during the next 3 months. That crop, which was 31 percent above the fall crop in 1934, will come to market mainly in May and June. Slaughter in March and April should run at about the same level as last year.

FRUITS and vegetables continued their seasonal decline during the 2 weeks ending March 10. Green vegetables, especially spinach, cabbage, and green beans, were cheaper. By March 7 shipments of spinach and cabbage to market were much higher than last year, with heavy marketings from Texas.

COLD STORAGE holdings of all food products, with the exception of cured beef, pork, and lard, decreased from February 1 to March 1. These declines in most cases were seasonal. Storage supplies of meats, lard, and poultry were smaller than those on March 1, 1935, but supplies of apples, cheese, and frozen eggs were larger. While butter supplies were slightly higher than on March 1, 1935, they were still 12 million pounds short of the 1931-35 average. During the next few months large quantities of butter, eggs, and pork products should move into storage.

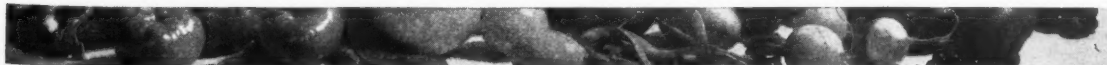
HIGHER prices for most farm products on February 15 did not result in increased total cash income for farmers, since the volume of marketed products dropped sharply. Farmers' cash income from the sale of farm products declined more than usual from January to February, but this February's income was larger than last. In February 1936 cash income was estimated at 469 million dollars compared with 558 million dollars in January and 402 million dollars in February 1935. Decline from January was heaviest in the case of meat animals, for smaller marketings more than offset higher prices. Cash income from fruits and vegetables, however, increased more than seasonally. This was due to large supplies marketed and also to higher farm prices for potatoes, apples, and a number of truck crops.

Bill

Complete on
this page

decline; fresh pork items fell off about a cent a pound with cured pork; beef and lamb items about one-half that amount.

DECLINE in fresh pork prices was due to a reversal of the situation which prevailed during the first half of February when smaller marketings of hogs caused prices to increase. The number of federally inspected hogs slaughtered during February was 3.7 percent below the very small slaughter of February 1935. This decline in numbers was more than offset by the increase in the average weight of hogs slaughtered.





Dairy Products

BUTTER PRICES dropped sharply from February 25 to March 10 and there was a slight decrease in the price of cheese. Fluid milk prices remained the same at 11.8 cents a quart. The last issue of the GUIDE pointed out that butter prices were likely to drop in March and a moderate seasonal decline could be expected throughout the spring and early summer months.

WHOLESALE butter prices continued to fall during the first 3 weeks in March. This probably indicates some further reduction in retail butter prices in the few weeks immediately following March 10. In New York City the price of 92-score butter reached a high point of 38.5 cents for the week ending February 22. By the week of March 21 it had dropped to about 32 cents a pound.

PRICES of fluid milk tend to change less often than prices of butter and cheese. During recent weeks fluid milk prices appear to have been well maintained. Ordinarily there is some small seasonal decline in prices of milk as well as in other dairy products during the spring and early summer months.

PRODUCTION of creamery butter so far this year has been a little higher than last year but lower than the average for this time of the year. Cheese production in recent months has been much larger than last year and considerably more than average. The increased production of cheese appears to be due to the fact that cheese prices in the latter part of 1935 were high compared with butter prices. At the present time cheese prices are low compared with butter prices and it is expected for that reason the seasonal increase in cheese production this spring will be less than normal.



Average Retail Prices, March 10, 1936 (cents)

Markets	Milk fresh del'd (qt.)	Butter- fat content of milk	Cheese (lb.)	Butter (lb.)
United States.....	11.8	3.5-5.1	27.1	40.1
New England:				
Boston.....	12.6	3.7-4.0	26.2	40.1
Bridgeport.....	13.0	3.9	28.9	41.4
Fall River.....	13.0	3.8	26.3	40.2
Manchester.....	12.0	3.9-4.0	26.8	40.2
New Haven.....	13.0	3.7-4.0	27.1	41.6
Portland, Maine.....	12.0	4.0-4.3	27.8	40.9
Providence.....	13.0	3.7-3.8	26.3	40.8
Middle Atlantic:				
Binghamton.....	12.0	3.6-3.7	26.9	39.2
Buffalo.....	13.0	3.5-3.7	26.8	41.3
Newark.....	13.0	3.7-4.0	29.2	41.3
Philadelphia.....	11.0	3.5-3.7	30.3	42.0
Pittsburgh.....	11.0	3.6-4.3	28.6	39.9
Rochester.....	12.0	3.8	27.7	38.6
Scranton.....	11.0	3.8	27.4	38.8
East North-Central:				
Chicago.....	11.0	3.5-3.8	28.8	39.5
Cincinnati.....	12.0	3.5-3.8	25.5	39.5
Cleveland.....	11.0	3.5	28.1	39.6
Columbus.....	10.0	4.0	25.3	38.3
Detroit.....	12.0	3.7-3.71	24.3	39.8
Indianapolis.....	11.0	3.8-3.9	25.6	39.1
Milwaukee.....	10.0	3.63-3.7	27.3	38.1
Peoria.....	11.0	3.7-3.8	26.1	40.3
Springfield, Ill.....	11.1	4.0	25.3	38.7
West North-Central:				
Cedar Rapids.....	10.0	4.0	23.8	35.6
Kansas City.....	11.1	3.8-4.0	26.2	37.4
Minneapolis.....	10.0	3.5	26.1	37.6
Omaha.....	10.0	3.8	25.6	36.8
St. Louis.....	12.1	3.7-3.8	26.0	39.9
St. Paul.....	10.0	3.6-3.7	25.6	37.7
Sioux Falls.....	10.0	4.0-4.1	29.1	37.1
Wichita.....	10.0		22.6	35.4
South Atlantic:				
Atlanta.....	14.0	4.2-4.4	23.0	41.1
Baltimore.....	12.0	4.0-4.2	25.4	42.5
Charleston, S. C.....	15.0	4.0-4.3	24.3	41.1
Columbia, S. C.....	15.0	4.3	24.0	41.9
Jacksonville.....	15.0	4.0-5.0	23.9	42.0
Norfolk.....	14.0	3.8-3.9	22.5	41.5
Richmond.....	12.0	3.5	24.5	41.3
Savannah.....	14.0	4.2-4.7	24.1	40.7
Washington, D. C.....	13.0	4.1	25.9	42.7
Winston-Salem.....	14.3	4.3	25.7	44.0
East South-Central:				
Birmingham.....	13.3	4.3-4.5	21.9	43.0
Jackson, Miss.....	13.0		24.4	41.3
Knoxville.....	10.0	4.0-4.2	29.7	39.6
Louisville.....	12.0	4.0	23.8	40.0
Memphis.....	10.0	3.5-4.2	23.7	39.3
Mobile.....	14.0	4.0-4.5	24.9	38.4
West South-Central:				
Dallas.....	11.0	4.4	28.1	39.1
El Paso.....	11.0		24.1	39.3
Houston.....	12.0	4.5	21.6	39.5
Little Rock.....	12.0	3.8-4.5	24.1	38.3
New Orleans.....	12.0	4.0-4.5	25.1	40.6
Oklahoma City.....	11.0	4.0	27.1	41.8
Mountain:				
Albuquerque.....	10.0	3.5-3.7	26.4	38.7
Butte.....	10.5	3.8	27.7	38.6
Denver.....	10.0	3.8	23.1	39.3
Salt Lake City.....	12.3		26.9	37.8
Tucson.....	12.3		26.9	37.8
Pacific:				
Los Angeles.....	10.0	4.0	27.0	38.3
Portland, Oreg.....	11.1	4.0	26.3	37.1
San Francisco.....	13.0	4.0-4.2	30.0	37.4
Seattle.....	10.0	4.0	24.6	38.3
Spokane.....				

Average Retail Prices, March 10, 1936 (cents)

Markets	White (lb.)	Rye (lb.)	Whole- wheat (lb.)
United States.....	8.3	9.1	9.3
New England:			
Boston.....	8.2	9.2	8.8
Bridgeport.....	8.6	9.1	9.1
Fall River.....	7.7	8.4	9.0
Manchester.....	8.4	8.9	8.6
New Haven.....	8.5	9.0	9.1
Portland, Maine.....	8.3	9.5	9.3
Providence.....	8.2	8.7	9.4
Middle Atlantic:			
Binghamton.....	7.9	8.4	9.1
Buffalo.....	8.9	9.4	9.5
Newark.....	8.4	9.2	9.6
New York.....	8.9	9.9	10.7
Philadelphia.....	8.9	10.5	10.6
Pittsburgh.....	8.0	7.8	8.7
Rochester.....	9.5	9.7	9.4
Scranton.....	7.1	8.1	9.0
East North-Central:			
Chicago.....	7.3	9.4	9.5
Cincinnati.....	7.6	8.3	8.6
Cleveland.....	8.2	9.1	9.3
Columbus.....	7.4	7.9	8.1
Detroit.....	7.3	7.8	9.2
Indianapolis.....	7.7	7.6	9.8
Milwaukee.....	7.9	9.1	9.3
Peoria.....	8.7	9.6	9.0
Springfield, Ill.....	8.6	9.3	8.8
West North-Central:			
Cedar Rapids.....	8.9	9.4	9.4
Kansas City.....	8.4	8.9	9.3
Minneapolis.....	8.6	9.3	8.9
Omaha.....	8.8	9.2	9.6
St. Louis.....	8.5	9.0	9.3
St. Paul.....	7.7	7.8	7.8
Sioux Falls.....	7.6	8.0	9.3
Wichita.....	9.0	9.4	8.9
South Atlantic:			
Atlanta.....	9.0	9.6	9.5
Baltimore.....	9.3	9.8	10.0
Charleston, S. C.....	9.7	9.6	9.8
Columbia, S. C.....	9.7	10.1	10.0
Jacksonville.....	8.6	9.4	9.2
Norfolk.....	8.6	9.3	9.5
Richmond.....	9.5	10.0	10.5
Savannah.....	8.3	9.1	9.2
Washington, D. C.....	10.9	11.7	11.2
Winston-Salem.....	9.7	10.0	10.0
East South-Central:			
Birmingham.....	9.5	9.3	9.3
Jackson, Miss.....	9.0	10.1	10.7
Knoxville.....	7.4	8.0	8.5
Louisville.....	8.7	9.1	9.3
Memphis.....	9.3	10.0	10.0
Mobile.....	5.8	7.6	5.4
West South-Central:			
Dallas.....	8.1	10.0	9.7
El Paso.....	7.4	8.7	8.6
Houston.....	9.7	9.9	9.8
Little Rock.....	8.2	8.7	9.7
New Orleans.....	8.3	9.5	9.6
Oklahoma City.....	9.7	9.7	9.8
Mountain:			
Albuquerque.....	7.9	9.6	8.1
Butte.....	7.0	9.4	6.8
Denver.....	9.8	11.2	10.0
Salt Lake City.....	7.5	9.3	8.0
Tucson.....	9.1	10.0	9.2
Pacific:			
Los Angeles.....	9.3	9.0	8.9
Portland, Oreg.....	9.1	9.9	9.0
San Francisco.....			
Seattle.....			
Spokane.....			

Bread

AVERAGE retail prices of white and rye bread remained unchanged between February 25 and March 10. Whole-wheat bread dropped 0.1 cent per pound loaf.

DALLAS, TEXAS, was the only city to show a major change in the price of white bread. Here a "bread war" resulted in a 3-cent decrease in price to 5.8 cents per pound loaf. As a result of this decline, Dallas had the lowest bread price of the 60 reporting cities on March 10.

DECREASES in white bread prices were reported for 16 other cities, while increases occurred in 5. In each case the changes were moderate. The increases were only 0.1 cent per pound loaf, while the decreases were 0.1 cent or 0.2 cent per pound loaf.

ESTIMATED ingredient costs in a pound loaf of white bread showed no change during the 2 weeks under review. The cost of sugar and lard shortening in a pound loaf decreased slightly when wholesale prices of these ingredients dropped. However, this decrease was offset by a slight increase in wholesale flour prices.

DROP in the cost of all ingredients in a pound loaf of bread between December 31, 1935 and March 10, 1936, was about 0.5 cent. White bread prices have declined an average of only 0.3 cent per pound during the same time interval.



Cereal Products

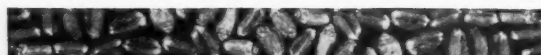
FLOUR remained unchanged in price from February 25 to March 10. Macaroni dropped 0.1 cent a pound and wheat cereal the same amount per package.

WHOLESALE flour prices did not fluctuate materially during the first half of March. Large purchasers were waiting for lower flour prices. As a result they bought only enough to cover immediate needs.

ALL indications point to a large wheat crop this year. Reports from farmers on March 1 show that they intend to plant 22,440,000 acres of spring wheat. This is about a 20-percent increase in acreage over 1935 and about 10 percent above the 1928-32 average.

PROSPECTS for winter wheat production are still uncertain. This wheat is now growing and the exact effect of cold weather and dust storms upon the size of the crop is unknown. Trade agencies have forecast a crop of around 525 million bushels. This compares with 433 million bushels in 1935. A large spring and winter wheat crop will mean lower domestic prices and an exportable surplus.

FARMERS' cash income from wheat dropped more than seasonally from January to February. Lower farm prices and smaller marketings caused this drop. On February 15, farm prices of wheat were 91.9 cents a bushel compared with 93 cents in January and 87.9 cents in February 1935.



Average Retail Prices, March 10, 1936 (cents)

Markets	Flour (lb.)	Macaroni (lb.)	Wheat cereal (28-oz. pkg.)
United States.....	4.8	14.8	24.0
New England:			
Boston.....	4.6	14.4	23.7
Bridgeport.....	5.6	16.5	25.4
Fall River.....	5.0	15.6	21.7
Manchester.....	5.0	16.6	25.8
New Haven.....	5.3	15.5	24.2
Portland, Maine.....	4.7	16.2	23.6
Providence.....	4.9	13.8	20.3
Middle Atlantic:			
Binghamton.....			
Buffalo.....	4.9	16.7	24.3
Newark.....	5.1	15.3	23.5
New York.....	5.3	16.3	23.4
Philadelphia.....	4.7	14.8	24.9
Pittsburgh.....	4.4	14.6	23.5
Rochester.....	5.1	14.2	22.7
Scranton.....	4.9	15.4	24.2
East North-Central:			
Chicago.....	4.9	13.0	25.5
Cincinnati.....	4.6	14.9	22.6
Cleveland.....	4.8	14.8	23.4
Columbus.....	4.2	16.3	22.4
Detroit.....	4.8	14.0	23.6
Indianapolis.....	4.2	14.8	25.8
Milwaukee.....	4.5	13.3	24.5
Peoria.....	4.8	12.3	26.3
Springfield, Ill.....	5.4	12.0	27.1
West North-Central:			
Cedar Rapids.....	4.8	15.7	23.7
Kansas City.....	4.3	15.9	23.4
Minneapolis.....	4.8	13.9	22.1
Omaha.....	4.4	18.2	24.5
St. Louis.....	4.8	15.9	26.2
St. Paul.....	4.8	13.4	23.4
Sioux Falls.....	4.2	12.2	26.7
Wichita.....	4.1	13.3	24.5
South Atlantic:			
Atlanta.....	5.1	16.6	24.7
Baltimore.....	4.7	14.6	22.9
Charleston, S. C.....	5.4	15.1	24.4
Columbia, S. C.....	4.8	18.1	29.0
Jacksonville.....	5.4	14.1	26.2
Norfolk.....	4.9	15.1	25.3
Richmond.....	4.8	14.7	24.4
Savannah.....	5.0	15.3	25.0
Washington, D. C.....	5.1	15.2	23.2
Winston-Salem.....	3.9	17.7	30.1
East South-Central:			
Birmingham.....	4.7	13.0	25.3
Jackson, Miss.....	5.4	18.3	29.3
Knoxville.....	4.8	12.7	30.0
Louisville.....	4.4	12.7	25.5
Memphis.....	5.7	14.0	28.0
Mobile.....	4.7	16.5	25.5
West South-Central:			
Dallas.....	4.8	15.8	26.2
El Paso.....	5.6	17.7	28.5
Houston.....	4.5	12.0	22.9
Little Rock.....	4.5	15.8	29.8
New Orleans.....	5.9	9.1	24.2
Oklahoma City.....	5.8	14.8	28.7
Mountain:			
Albuquerque.....			
Butte.....	4.3	16.0	25.6
Denver.....	3.7	16.1	23.5
Salt Lake City.....	3.7	17.2	25.3
Tucson.....	4.4	16.2	25.8
Pacific:			
Los Angeles.....	4.3	14.2	23.8
Portland, Oreg.....	4.6	17.2	24.9
San Francisco.....	4.9	15.5	23.7
Seattle.....	4.6	17.4	26.0
Spokane.....			

Average Retail Prices, March 10, 1936 (cents)

Markets	Round steak (lb.)	Rib roast (lb.)	Chuck roast (lb.)
United States	32.9	29.4	22.5
New England:			
Boston	39.1	31.8	26.1
Bridgeport	38.8	32.0	25.2
Fall River	40.2	29.1	24.8
Manchester	40.7	28.7	23.5
New Haven	39.2	31.8	26.1
Portland, Maine	36.8	29.6	20.5
Providence	39.4	33.2	27.7
Middle Atlantic:			
Binghamton	—	—	—
Buffalo	28.7	26.3	21.2
Newark	37.2	29.7	20.7
New York	35.6	32.3	22.7
Philadelphia	35.9	33.1	24.4
Pittsburgh	30.5	27.0	20.4
Rochester	29.2	25.4	21.2
Scranton	33.2	30.0	24.7
East North-Central:			
Chicago	32.3	31.9	24.6
Cincinnati	33.7	29.8	23.3
Cleveland	28.4	28.9	22.1
Columbus	34.0	28.0	23.1
Detroit	32.9	29.1	23.1
Indianapolis	32.0	25.8	21.4
Milwaukee	30.4	26.6	23.2
Peoria	30.5	24.6	20.5
Springfield, Ill.	31.0	23.2	20.4
West North-Central:			
Cedar Rapids	26.4	19.8	18.2
Kansas City	28.7	26.1	19.6
Minneapolis	29.9	27.4	22.3
Omaha	28.1	22.9	19.3
St. Louis	33.3	26.4	21.1
St. Paul	28.4	26.2	21.6
Sioux Falls	26.0	18.9	17.9
Wichita	30.7	20.9	15.9
South Atlantic:			
Atlanta	34.3	28.6	21.8
Baltimore	31.2	28.0	22.1
Charleston, S. C.	29.5	27.0	19.3
Columbia, S. C.	28.1	20.7	18.5
Jacksonville	30.7	27.0	20.7
Norfolk	31.5	27.6	20.2
Richmond	32.1	27.7	20.6
Savannah	28.5	25.9	18.1
Washington, D. C.	34.8	27.5	21.3
Winston-Salem	30.9	25.6	21.6
East South-Central:			
Birmingham	32.9	28.4	19.9
Jackson, Miss.	29.0	22.3	17.0
Knoxville	29.3	23.4	20.6
Louisville	32.0	24.6	21.4
Memphis	33.3	22.3	17.4
Mobile	30.3	21.5	16.2
West South-Central:			
Dallas	33.8	29.5	19.7
El Paso	30.1	24.1	17.6
Houston	31.0	25.6	17.8
Little Rock	31.0	26.1	19.9
New Orleans	30.9	28.2	19.3
Oklahoma City	32.3	20.7	16.7
Mountain:			
Albuquerque	—	—	—
Butte	25.3	21.4	17.8
Denver	29.2	23.7	19.4
Salt Lake City	28.9	23.9	19.9
Tucson	34.1	34.1	23.0
Pacific:			
Los Angeles	30.7	26.4	19.6
Portland, Oreg.	25.1	21.2	17.0
San Francisco	30.1	26.5	18.4
Seattle	29.0	25.2	18.9
Spokane	—	—	—



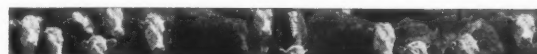
Beef

ALL meats dropped rather substantially in price from February 25 to March 10. Round steak fell off 0.7 cent a pound, rib roast 0.4 cent, and chuck roast 0.4 cent. Prices of other beef cuts also declined.

RETAIL beef prices may go up a little in March but probably not to the high levels of January. There was some rise in wholesale prices of beef steers and of dressed beef during the first 3 weeks in March. This followed a substantial drop in prices during February. The low point in wholesale prices of beef steers was reached during the last week in February and prices advanced about 60 cents a hundred pounds during the first 3 weeks in March. The low point in wholesale prices of dressed beef was reached during the first week in March and prices increased about 1 cent a pound during the 2 weeks following.

CATTLE supplies are expected to continue relatively large for the next 2 or 3 months, especially those of the medium and lower grades. Supplies of the best grades of beef cattle have not been very plentiful recently but prices of good grades as well as the poorer grades dropped substantially in January and February.

INSPECTED slaughter of cattle at seven large markets in February was 13 percent larger than for the same month in 1935 and 19 percent above the 5-year February average. Slaughter of calves in February was 4 percent greater than a year ago and 9 percent above the 5-year average.



Pork Products

HOG PRODUCTS dropped in price substantially during the 2 weeks ended March 10. Chops declined 1.0 cent a pound, lard 0.3 cent a pound, and whole smoked ham 0.4 cent a pound.

RETAIL prices of hog products, like those of beef, may recover somewhat during the month of March. The drop in these prices was abrupt in January and February and the trend of wholesale markets indicates that a temporary low may have been reached about the first of March. Low point in wholesale hog prices was reached in the last week of February. These prices recovered about 30 cents a hundred pounds during the first 3 weeks in March.

ALTHOUGH there may be a temporary rise in retail prices of hog products in March the trend during the next 3 months is likely to be downward due to a seasonal increase in slaughter resulting from the marketing of the 1935 fall pig crop. Indications are that this crop of pigs will be about 31 percent larger than the crop last year.

NUMBER of hogs slaughtered in February under Federal inspection was 3.7 percent less than the very small slaughter of February last year but heavier weights this year more than offset the smaller number of hogs slaughtered. The average weight of the hogs slaughtered in the seven markets was 228 pounds compared with 218 pounds in February 1935.

HOG prices to producers have been very high compared with the price of corn. A favorable price ratio of this kind almost always leads to a substantial increase in the production of hogs and the present situation will undoubtedly encourage hog producers to expand production as rapidly as possible.

Average Retail Prices, March 10, 1936 (cents)

Markets	Chops (lb.)	Lard (lb.)	Whole smoked ham (lb.)
United States	32.1	16.2	30.8
New England:			
Boston	31.4	16.0	31.4
Bridgeport	32.5	16.0	30.5
Fall River	31.7	15.2	33.9
Manchester	31.9	15.9	33.6
New Haven	33.4	16.5	32.4
Portland, Maine	30.1	14.7	31.5
Providence	32.6	14.7	31.6
Middle Atlantic:			
Binghamton	33.5	14.8	29.4
Buffalo	33.4	16.1	31.0
Newark	32.9	17.7	31.5
New York	33.8	15.7	31.2
Philadelphia	32.6	15.7	30.4
Pittsburgh	32.5	15.5	29.8
Rochester	32.7	16.8	29.3
Scranton	33.0	17.1	31.0
East North-Central:			
Chicago	34.1	17.3	29.5
Cincinnati	31.0	18.3	30.6
Cleveland	32.7	17.9	29.4
Columbus	36.3	15.7	31.9
Detroit	30.0	14.7	29.1
Indianapolis	30.5	15.6	29.8
Milwaukee	30.1	17.3	32.4
Peoria	30.7	16.1	30.7
Springfield, Ill.	26.8	15.7	29.6
West North-Central:			
Cedar Rapids	29.6	15.9	32.0
Kansas City	31.3	15.1	30.4
Minneapolis	28.4	15.8	30.1
Omaha	31.6	15.5	29.5
St. Louis	28.9	15.3	29.7
St. Paul	27.8	16.7	31.0
Sioux Falls	28.4	15.4	29.0
Wichita	30.5	14.9	28.5
South Atlantic:			
Atlanta	30.9	15.3	30.5
Baltimore	28.7	19.5	30.7
Charleston, S. C.	27.5	16.3	29.4
Columbia, S. C.	28.2	18.9	29.8
Jacksonville	28.2	15.6	30.4
Norfolk	29.8	14.3	30.8
Richmond	26.9	19.6	28.8
Savannah	31.6	14.0	29.9
Washington, D. C.	30.3	18.7	31.8
Winston-Salem	28.1	14.7	29.5
East South-Central:			
Birmingham	27.5	15.8	26.9
Jackson, Miss.	29.8	18.8	30.3
Knoxville	30.0	15.4	27.0
Louisville	30.2	15.3	29.6
Memphis	26.6	17.3	29.9
Mobile	30.7	20.5	31.5
West South-Central:			
Dallas	27.9	16.3	30.3
El Paso	28.5	15.3	28.2
Houston	28.8	16.1	31.0
Little Rock	28.9	15.2	30.2
New Orleans	29.3	15.5	30.9
Oklahoma City			
Mountain:			
Albuquerque	30.5	19.0	30.1
Butte	28.9	17.6	31.7
Denver	31.6	18.7	32.6
Salt Lake City	33.4	19.0	32.2
Tucson			
Pacific:			
Los Angeles	37.9	15.1	31.1
Portland, Oreg.	30.1	18.2	31.8
San Francisco	35.4	17.0	33.7
Seattle	33.5	17.6	33.0
Spokane			

Average Retail Prices, March 10, 1936 (cents)

Markets	Leg of lamb (lb.)	Breast lamb (lb.)	Lamb square chuck (lb.)
United States.....	27.7	12.8	21.5
New England:			
Boston.....	25.5	13.1	18.4
Bridgeport.....	27.5	11.2	20.7
Fall River.....	27.2	10.5	20.0
Manchester.....	27.7	14.9	21.8
New Haven.....	27.1	12.3	23.4
Portland, Maine.....	26.4	15.2	20.7
Providence.....	26.3	13.1	20.1
Middle Atlantic:			
Binghamton.....	—	—	—
Buffalo.....	25.6	13.0	22.2
Newark.....	27.5	14.5	23.1
New York.....	28.2	12.6	19.9
Philadelphia.....	28.9	10.0	20.1
Pittsburgh.....	28.3	14.8	22.7
Rochester.....	25.9	14.0	22.6
Scranton.....	30.3	12.2	24.0
East North-Central:			
Chicago.....	27.3	12.7	23.7
Cincinnati.....	30.2	16.1	24.1
Cleveland.....	29.0	13.3	27.5
Columbus.....	31.0	17.2	27.0
Detroit.....	30.1	16.7	27.4
Indianapolis.....	30.7	13.5	22.8
Milwaukee.....	29.5	13.3	24.8
Peoria.....	29.2	15.0	23.1
Springfield, Ill.....	28.8	14.4	22.3
West North-Central:			
Cedar Rapids.....	27.9	12.5	21.8
Kansas City.....	26.5	16.2	21.4
Minneapolis.....	27.2	11.5	22.9
Omaha.....	25.5	9.8	19.3
St. Louis.....	27.9	17.6	23.6
St. Paul.....	25.8	11.6	22.4
Sioux Falls.....	26.3	8.8	20.0
Wichita.....	27.8	12.8	19.2
South Atlantic:			
Atlanta.....	26.7	15.4	21.3
Baltimore.....	27.8	15.4	23.4
Charleston, S. C.....	28.9	15.0	20.8
Columbia, S. C.....	28.0	15.8	19.5
Jacksonville.....	27.1	13.4	20.9
Norfolk.....	27.1	12.2	17.5
Richmond.....	28.2	15.3	23.0
Savannah.....	28.2	14.1	21.0
Washington, D. C.....	27.3	12.4	23.0
Winston-Salem.....	32.9	15.0	23.7
East South-Central:			
Birmingham.....	30.0	11.5	21.1
Jackson, Miss.....	24.1	14.7	15.3
Knoxville.....	31.8	15.0	23.0
Louisville.....	31.2	18.5	23.8
Memphis.....	27.0	14.0	18.8
Mobile.....	29.0	12.7	20.5
West South-Central:			
Dallas.....	28.4	13.1	18.6
El Paso.....	26.6	13.9	19.2
Houston.....	30.6	13.5	20.1
Little Rock.....	27.6	13.7	20.0
New Orleans.....	27.0	13.8	17.1
Oklahoma City.....	29.5	15.0	23.3
Mountain:			
Albuquerque.....	—	—	—
Butte.....	27.6	13.7	22.5
Denver.....	24.9	12.3	20.9
Salt Lake City.....	28.2	12.8	22.5
Tucson.....	30.7	16.3	26.5
Pacific:			
Los Angeles.....	26.8	12.0	19.5
Portland, Oreg.....	26.1	12.3	21.4
San Francisco.....	29.8	12.4	20.1
Seattle.....	28.1	13.8	23.2
Spokane.....	—	—	—

Lamb

NO change was reported in the average price of leg of lamb during the 2 weeks ending March 10 but prices of other lamb cuts dropped. Prices of breast of lamb and of square chuck each dropped one-half cent a pound.

DECREASE in the price of lamb was about in line with the drop in the prices of beef and hog products. There is nothing in the present situation to indicate a very substantial change either up or down in lamb prices during the next 2 months.

SUPPLIES of lambs continued fairly large in February, receipts at seven leading markets being 2 percent larger than in February 1935, and inspected slaughter being 15 percent larger than in the previous February and 6 percent above the 5-year average.

NEW crop of lambs from California and Arizona is expected to come to market sometime earlier than usual. Feed conditions in those States have been favorable and the early lamb crop is likely to be larger than last year. The early lamb crop in Texas also will probably be greater than a year ago and the generally good feed situation throughout the principal sheep area of Texas points to a heavier marketing of early lambs and of grass-fat sheep and yearlings during April, May, and June than during the same months in the preceding 2 years. On the other hand the early lamb crop in the Pacific northwest and in the southeastern States was reduced by the unfavorable weather in January and February.



Poultry and Eggs

EGG and poultry prices both decreased from February 25 to March 10. The price of eggs declined sharply 5.8 cents per dozen while hen prices were 0.1 cent a pound lower.

THE current drop in egg prices more than offset the sharp price increase which occurred during February. As pointed out in the last issue of the GUIDE, the latter was temporary, resulting from curtailed production and supplies. Due to extreme weather conditions in the North Central and Rocky Mountain States, the number of eggs laid per hen on March 1 was the lowest in 10 years.

FARM FLOCKS on March 1 were slightly larger than on March 1, 1935. With better weather, production and shipments are likely to exceed those in the spring and summer of last year.

WHOLESALE prices of "extra" grade eggs in New York dropped 15 cents per dozen because of increased receipts during the 3 weeks from February 22 to March 14. On that date they reached the lowest point since August 1934. As a result of this decline, a still further drop in retail egg prices should be expected.

FARMERS did not benefit materially from the sharp fluctuations in retail and wholesale prices during January and February. Cash income from eggs declined more than seasonally from January to February. The smaller volume marketed more than offset the increase in farm prices of eggs from 22.8 to 23.8 cents per dozen from January 15 to February 15.

STORAGE stocks of poultry on March 1 were low, being 85,800,000 pounds compared with 106,800,000 pounds a year ago.



Average Retail Prices, March 10, 1936 (cents)

Markets	Hens (lb.)	Eggs (doz.)
United States.....	32.6	34.8
New England:		
Boston.....	32.0	41.1
Bridgeport.....	33.4	44.7
Fall River.....	30.0	41.1
Manchester.....	33.8	39.4
New Haven.....	33.5	40.8
Portland, Maine.....	33.5	38.7
Providence.....	31.3	42.2
Middle Atlantic:		
Binghamton.....	—	—
Buffalo.....	32.6	35.9
Newark.....	34.5	40.6
New York.....	33.0	41.7
Philadelphia.....	34.7	37.0
Pittsburgh.....	31.1	34.1
Rochester.....	31.7	36.6
Scranton.....	33.6	35.5
East North-Central:		
Chicago.....	33.7	34.6
Cincinnati.....	36.2	29.6
Cleveland.....	36.0	31.8
Columbus.....	30.8	30.1
Detroit.....	34.2	33.4
Indianapolis.....	30.5	26.8
Milwaukee.....	30.3	29.6
Peoria.....	31.8	32.4
Springfield, Ill.....	29.5	26.1
West North-Central:		
Cedar Rapids.....	26.8	24.3
Kansas City.....	29.1	28.4
Minneapolis.....	31.8	30.0
Omaha.....	28.3	26.9
St. Louis.....	31.1	29.8
St. Paul.....	31.3	30.4
Sioux Falls.....	26.3	21.0
Wichita.....	29.2	22.9
South Atlantic:		
Atlanta.....	26.2	27.2
Baltimore.....	35.3	32.8
Charleston, S. C.....	28.6	28.7
Columbia, S. C.....	25.7	25.3
Jacksonville.....	29.5	30.9
Norfolk.....	30.3	30.0
Richmond.....	31.9	31.4
Savannah.....	25.2	24.8
Washington, D. C.....	36.7	37.2
Winston-Salem.....	29.4	31.3
East South-Central:		
Birmingham.....	24.6	23.0
Jackson, Miss.....	23.7	23.0
Knoxville.....	27.8	25.6
Louisville.....	30.2	27.8
Memphis.....	27.3	23.6
Mobile.....	24.4	20.3
West South-Central:		
Dallas.....	27.9	28.8
El Paso.....	28.8	32.8
Houston.....	31.3	24.0
Little Rock.....	25.5	26.4
New Orleans.....	28.4	24.5
Oklahoma City.....	23.7	24.7
Mountain:		
Albuquerque.....	—	—
Butte.....	27.8	35.1
Denver.....	29.7	32.2
Salt Lake City.....	30.9	30.8
Tucson.....	31.7	31.8
Pacific:		
Los Angeles.....	35.2	24.4
Portland, Ore.....	26.6	23.7
San Francisco.....	35.6	26.4
Seattle.....	30.6	28.5
Spokane.....	—	—

Average Retail Prices, March 10, 1936 (cents)

Markets	Potatoes (lb.)	Onions (lb.)	Cabbage (lb.)
United States.....	2.4	4.1	3.8
New England:			
Boston.....	2.4	4.2	4.2
Bridgeport.....	2.1	4.4	4.0
Fall River.....	2.1	4.1	3.7
Manchester.....	2.1	4.8	4.4
New Haven.....	2.3	4.5	4.6
Portland, Maine.....	2.1	4.9	3.6
Providence.....	2.1	4.0	3.5
Middle Atlantic:			
Binghamton.....	—	—	—
Buffalo.....	1.9	3.9	3.0
Newark.....	2.4	4.4	3.8
New York.....	2.6	4.5	4.4
Philadelphia.....	2.5	3.5	3.1
Pittsburgh.....	2.1	3.8	3.5
Rochester.....	1.7	3.7	3.4
Scranton.....	2.1	3.6	4.1
East North-Central:			
Chicago.....	2.5	4.2	4.0
Cincinnati.....	2.6	4.6	4.0
Cleveland.....	2.4	4.0	3.9
Columbus.....	1.7	4.0	4.2
Detroit.....	1.9	3.7	3.6
Indianapolis.....	2.1	4.1	3.2
Milwaukee.....	1.8	3.9	3.8
Peoria.....	2.1	4.8	4.3
Springfield, Ill.....	2.3	4.5	4.3
West North-Central:			
Cedar Rapids.....	2.2	4.3	4.2
Kansas City.....	2.3	5.7	3.3
Minneapolis.....	2.2	4.2	4.1
Omaha.....	2.1	5.0	4.1
St. Louis.....	2.5	4.3	3.6
St. Paul.....	2.0	4.5	4.6
Sioux Falls.....	2.1	4.8	4.4
Wichita.....	1.9	4.0	3.2
South Atlantic:			
Atlanta.....	2.7	4.2	3.1
Baltimore.....	2.2	3.9	4.4
Charleston, S. C.....	2.5	5.0	3.6
Columbia, S. C.....	2.9	5.5	3.8
Jacksonville.....	2.2	4.3	2.7
Norfolk.....	2.6	4.8	4.7
Richmond.....	2.5	4.6	4.2
Savannah.....	2.3	4.4	3.4
Washington, D. C.....	2.4	4.2	4.0
Winston-Salem.....	2.8	5.3	3.6
East South-Central:			
Birmingham.....	2.6	4.9	2.8
Jackson, Miss.....	2.8	4.8	3.6
Knoxville.....	2.5	5.2	3.8
Louisville.....	2.5	4.1	3.7
Memphis.....	2.5	4.0	2.1
Mobile.....	2.3	4.1	3.2
West South-Central:			
Dallas.....	3.5	5.5	3.4
El Paso.....	2.5	4.6	3.1
Houston.....	3.2	4.3	1.9
Little Rock.....	2.4	3.9	2.8
New Orleans.....	2.6	4.4	3.4
Oklahoma City.....	2.7	5.1	3.2
Mountain:			
Albuquerque.....	—	—	—
Butte.....	2.0	4.2	6.4
Denver.....	2.2	4.0	3.8
Salt Lake City.....	1.8	3.3	4.5
Tucson.....	2.5	4.9	2.3
Pacific:			
Los Angeles.....	2.7	4.0	2.4
Portland, Oreg.....	2.5	3.1	4.8
San Francisco.....	2.7	3.9	6.5
Seattle.....	2.7	3.4	4.9
Spokane.....	—	—	—



Vegetables (fresh)

CABBAGE declined 0.4 cent per pound and onion prices 0.2 cent per pound from February 25 to March 10. Potato prices remained unchanged.

SHARP DECREASES in cabbage prices resulted from heavy marketings of new cabbage and the poor quality of the old crop. Shipments of cabbage up to March 21 were well ahead of last year's movement. Texas is supplying most of the cabbage. By March 21 it had shipped about 2½ times as much as in the entire last season. Prices at Texas shipping points were extremely low in March and toward the end of the month growers were curtailing shipments.

POTATO PRICES remained steady during March and no price change is expected during the month. The supply of old potatoes is low. New potatoes are coming to market in larger quantities but the movement is still behind last year. Potato arrivals from Florida during the first 2 weeks of March were showing the effects of bad weather, and included much decayed stock. Florida is the only State shipping new potatoes now.

POTATO ACREAGE for harvest in 1936 is expected to be 3,160,200 acres, which would be the lowest since 1930, but with average yields the crop on such an acreage should be about the same as last year. In 1935, 3,270,800 acres of potatoes were harvested but the yield per acre was light.

ONION PRICES decreased during the first 2 weeks of March because of slow demand and the poor quality of the onions. Warm weather has caused much of the storage stock to sprout. Texas should start shipping new onions shortly.





Vegetables (fresh)

SPINACH prices declined 0.9 cent a pound and carrots 0.3 cent a bunch from February 25 to March 10. Lettuce increased 0.3 cent a head.

PRICE MOVEMENTS of these vegetables were seasonal. This year's heavy spinach crop moved to markets in large quantities during the last week in February and the first week in March. Shipments continued heavy during that month and by March 21 they were almost equal to the total for all of last season. Texas is providing most of the spinach on the market, shipping almost twice as much each week in this March as it did last year.

MOST of the lettuce coming to market now is from Arizona. Imperial Valley shipments were practically ended by the last week in February. Heavy movements of Arizona lettuce did not start until the second week in March. Receipts during the first 10 days of March were low.

CALIFORNIA spring lettuce is not expected to move in volume until April. Wet weather retarded growth in February, but the crop is now in good condition and should prove fair quality lettuce.

PRODUCTION of spring lettuce in the second early States is expected to be slightly larger than last spring's crop and 22 percent above the 1928-32 average.



Average Retail Prices, March 10, 1936 (cents)

Markets	Lettuce (head)	Spinach (lb.)	Carrots (bunch)
United States.....	7.9	6.9	5.6
New England:			
Boston.....	8.4	7.0	6.0
Bridgeport.....	9.2	7.5	7.0
Fall River.....	7.5	7.4	5.3
Manchester.....	9.5	7.2	6.1
New Haven.....	8.2	8.1	6.4
Portland, Maine.....	9.4	6.7	6.8
Providence.....	8.1	6.2	6.0
Middle Atlantic:			
Binghamton.....	—	—	—
Buffalo.....	7.7	6.8	5.8
Newark.....	9.3	8.1	6.9
New York.....	9.8	8.0	6.9
Philadelphia.....	8.6	7.1	5.9
Pittsburgh.....	8.5	6.6	5.2
Rochester.....	8.8	7.7	4.9
Scranton.....	8.6	7.3	6.1
East North-Central:			
Chicago.....	7.9	8.2	6.2
Cincinnati.....	7.5	7.0	5.4
Cleveland.....	8.1	6.0	6.0
Columbus.....	10.3	9.1	4.8
Detroit.....	8.1	6.7	5.7
Indianapolis.....	8.8	7.5	5.6
Milwaukee.....	7.6	7.3	5.7
Peoria.....	7.0	7.7	6.4
Springfield, Ill.....	7.6	8.0	6.4
West North-Central:			
Cedar Rapids.....	7.8	10.0	6.0
Kansas City.....	7.3	7.4	5.7
Minneapolis.....	7.8	9.1	6.1
Omaha.....	7.6	8.8	5.6
St. Louis.....	8.5	5.3	5.1
St. Paul.....	8.9	8.5	6.4
Sioux Falls.....	7.7	9.2	6.4
Wichita.....	6.6	7.6	5.0
South Atlantic:			
Atlanta.....	6.9	7.2	6.3
Baltimore.....	9.5	9.1	6.7
Charleston, S. C.....	9.5	9.4	6.5
Columbia, S. C.....	9.7	10.7	9.3
Jacksonville.....	8.0	9.0	5.8
Norfolk.....	9.0	7.5	7.2
Richmond.....	8.4	9.4	7.8
Savannah.....	8.2	7.7	8.0
Washington, D. C.....	8.6	7.9	7.1
Winston-Salem.....	10.5	10.5	8.3
East South-Central:			
Birmingham.....	7.1	7.3	5.8
Jackson, Miss.....	5.0	7.8	5.1
Knoxville.....	6.2	12.6	7.6
Louisville.....	7.7	8.4	6.0
Memphis.....	5.6	5.8	5.2
Mobile.....	7.9	7.2	5.3
West South-Central:			
Dallas.....	6.8	8.0	5.0
El Paso.....	4.6	4.6	3.1
Houston.....	5.3	6.1	4.1
Little Rock.....	5.5	5.4	4.8
New Orleans.....	6.5	4.9	3.6
Oklahoma City.....	6.7	8.3	5.2
Mountain:			
Albuquerque.....	—	—	—
Butte.....	10.0	11.2	6.8
Denver.....	8.0	6.3	5.6
Salt Lake City.....	9.1	7.1	4.6
Tucson.....	4.4	3.6	2.0
Pacific:			
Los Angeles.....	6.8	3.0	2.9
Portland, Oreg.....	7.2	9.6	5.2
San Francisco.....	4.7	5.1	2.5
Seattle.....	7.1	8.7	5.1
Spokane.....	—	—	—

Average Retail Prices, March 10, 1936 (cents)

Markets	Apples (lb.)	Bananas (doz. lb.*)	Oranges (doz.)
United States.....	5.4	*6.4	30.9
New England:			
Boston.....	5.5	*6.3	32.5
Bridgeport.....	5.6	*6.3	35.5
Fall River.....	5.3	*6.7	35.5
Manchester.....	4.7	*6.4	36.4
New Haven.....	5.1	21.7	33.8
Portland, Maine.....	4.8	*7.3	32.5
Providence.....	5.4	*6.1	35.7
Middle Atlantic:			
Binghamton.....	4.1	23.8	30.9
Buffalo.....	6.0	22.1	32.5
Newark.....	6.3	23.8	34.5
New York.....	4.7	21.0	32.7
Philadelphia.....	4.8	22.4	33.8
Pittsburgh.....	4.2	23.5	33.1
Rochester.....	4.5	20.0	32.7
Scranton.....			
East North-Central:			
Chicago.....	6.1	*7.0	34.7
Cincinnati.....	5.6	*6.3	31.0
Cleveland.....	5.5	*6.3	36.5
Columbus.....	4.7	*6.7	35.2
Detroit.....	5.4	*6.0	34.4
Indianapolis.....	4.8	*7.0	32.8
Milwaukee.....	5.4	*6.5	30.5
Peoria.....	6.2	*6.6	32.7
Springfield, Ill.....	5.3	*6.9	36.8
West North-Central:			
Cedar Rapids.....	5.0	*7.7	33.2
Kansas City.....	5.6	*7.2	35.5
Minneapolis.....	6.9	*7.5	33.5
Omaha.....	6.0	*8.0	30.7
St. Louis.....	6.0	*6.5	31.5
St. Paul.....	6.4	*8.0	34.3
Sioux Falls.....	5.1	*7.9	25.3
Wichita.....	5.2	*7.9	33.6
South Atlantic:			
Atlanta.....	5.8	21.0	24.7
Baltimore.....	5.2	20.3	32.2
Charleston, S. C.....	6.2	20.3	23.0
Columbia, S. C.....	5.1	23.5	26.4
Jacksonville.....	5.4	17.5	23.3
Norfolk.....	5.2	24.5	33.4
Richmond.....	5.6	24.9	30.9
Savannah.....	4.7	20.7	21.1
Washington, D. C.....	4.9	23.5	33.3
Winston-Salem.....	4.9	*6.1	27.0
East South-Central:			
Birmingham.....	4.4	*5.4	26.5
Jackson, Miss.....	6.9	*5.4	29.8
Knoxville.....	4.7	*5.6	26.4
Louisville.....	5.0	*6.7	28.5
Memphis.....	5.2	*5.8	26.3
Mobile.....	5.8	17.2	27.0
West South-Central:			
Dallas.....	6.9	*6.1	35.3
El Paso.....	6.1	*5.6	24.5
Houston.....	—	19.6	30.4
Little Rock.....	5.7	*5.8	35.2
New Orleans.....	—	*4.2	29.6
Oklahoma City.....	4.9	*7.0	36.0
Mountain:			
Albuquerque.....	—	—	—
Butte.....	6.0	*9.5	33.4
Denver.....	5.8	*8.1	29.8
Salt Lake City.....	5.3	*7.7	24.3
Tucson.....	5.7	*5.5	—
Pacific:			
Los Angeles.....	7.0	*6.2	13.7
Portland, Oreg.....	4.2	*7.7	31.6
San Francisco.....	4.6	22.4	28.0
Seattle.....	4.1	*6.8	25.8
Spokane.....	—	—	—



Fruit

ORANGE PRICES stepped up 0.2 cent a dozen and banana prices 3.2 cents a pound during the 2 weeks from February 25 to March 10. Apple prices remained unchanged.

THIS is the season for increasing orange prices, due partly to increased demand for oranges by consumers. The demand for oranges reaches its peak in May and then declines to a low around July. In July many varieties of fruits are available and these replace the higher-priced oranges.

CALIFORNIA valencia or summer oranges will start moving to market in April and May. The crop this year will be 7 million boxes smaller than last year but it will be the second largest on record. The total orange crop for the 1935-36 marketing season is below last year's record crop, but it will be above average.

THE apple market during March was weak and demand for apples slow. During the first week in March the trend in wholesale apple prices was slightly downward for no special reason except the large supply of fruit which is nearing the end of its keeping season. Storage holdings are fairly large for so late in the season.

STRAWBERRIES are now increasing in supply and selling at lower prices. Heavy rains in Florida have reduced crop prospects and the yield there is expected to be about 15 percent below last year. Louisiana production is expected to be about one-third larger than last year but still a little less than average. Louisiana supplies about one-half of the early strawberry crop.



Average Retail Prices, March 10, 1936 (cents)

Markets	Corn #2 can	Peas #2 can	Tomatoes #2 can (#2½*)	Peaches #2½ can	Pears #2½ can	Pineapple #2½ can
United States	11.3	15.9	9.3	17.9	22.3	22.3
New England:						
Boston	12.7	16.4	11.4	18.1	22.8	21.9
Bridgeport	13.5	19.0	11.3	19.6	24.8	23.2
Fall River	10.5	17.6	9.4	17.7	21.8	22.3
Manchester	12.3	16.6	10.4	20.1	23.7	23.6
New Haven	13.3	16.9	10.9	19.7	23.9	23.1
Portland, Maine	12.3	16.2	10.2	20.1	24.6	23.8
Providence	10.7	18.0	9.3	17.6	20.0	21.7
Middle Atlantic:						
Binghamton						
Buffalo	12.0	16.0	9.7	19.2	23.8	23.0
Newark	11.2	15.2	9.0	16.5	20.3	21.1
New York	11.7	15.6	9.4	17.0	20.4	20.9
Philadelphia	10.8	14.4	9.0	16.5	19.5	20.4
Pittsburgh	10.7	15.7	9.6	17.1	22.3	22.2
Rochester	12.1	16.0	10.2	19.6	23.8	23.0
Scranton	12.1	15.5	9.2	18.5	21.1	22.8
East North-Central:						
Chicago	11.0	14.6	10.1	21.1	24.2	24.6
Cincinnati	12.2	15.7	10.8	17.4	24.2	23.3
Cleveland	11.9	17.2	9.8	20.6	23.3	24.0
Columbus	11.4	17.1	9.7	20.2	25.4	24.8
Detroit	10.3	18.0	8.9	18.5	22.8	23.3
Indianapolis	10.2	15.7	8.9	18.2	25.7	23.1
Milwaukee	11.9	16.9	11.0	19.7	23.2	24.0
Peoria	12.8	16.4	10.6	22.3	24.7	24.5
Springfield, Ill	12.3	18.4	10.5	21.9	26.6	24.7
West North-Central:						
Cedar Rapids	10.4	17.9	11.0	23.3	24.1	24.8
Kansas City	9.6	14.4	8.5	18.0	23.2	22.5
Minneapolis	10.6	15.6	10.4	20.6	23.7	24.7
Omaha	11.0	15.6	9.6	18.9	23.2	23.0
St. Louis	11.1	17.1	9.1	18.7	23.7	23.1
St. Paul	11.3	15.1	10.1	20.7	22.0	23.9
Sioux Falls	12.1	17.6	12.3	22.3	23.7	24.6
Wichita	10.3	17.8	8.9	17.8	21.4	21.5
South Atlantic:						
Atlanta	11.2	16.8	8.4	18.8	23.1	24.1
Baltimore	12.7	15.4	8.4	16.1	20.8	19.7
Charleston, S. C	10.2	16.9	8.4	17.8	21.1	22.3
Columbia, S. C	12.0	19.3	8.4	19.4	24.3	22.8
Jacksonville	11.4	15.5	8.0	18.3	22.9	22.9
Norfolk	11.1	14.0	7.7	20.2	23.7	23.9
Richmond	11.9	17.5	6.8	18.5	23.3	23.5
Savannah	11.2	17.7	8.1	18.5	23.3	22.7
Washington, D. C	10.6	15.4	7.6	16.1	22.1	21.2
Winston-Salem	11.8	21.3	8.8	22.3	25.4	26.1
East South-Central:						
Birmingham	10.6	14.6	8.0	17.8	20.5	23.7
Jackson, Miss	13.2	16.1	9.8	22.4	24.5	24.7
Knoxville	12.7	17.2	8.8	20.5	23.5	23.4
Louisville	11.1	15.8	9.4	19.1	24.1	22.4
Memphis	10.7	16.0	8.6	17.7	22.1	21.8
Mobile	11.6	17.5	7.7	16.1	20.2	18.9
West South-Central:						
Dallas	12.3	19.2	9.1	19.4	25.7	24.8
El Paso	13.7	19.8	9.8	18.6	23.1	22.4
Houston	10.6	15.8	7.3	15.5	20.0	20.5
Little Rock	11.1	16.0	8.5	20.1	24.0	24.2
New Orleans	11.4	18.8	8.6	17.9	23.9	22.3
Oklahoma City	9.7	21.6	9.6	20.0	24.6	24.0
Mountain:						
Albuquerque						
Butte	12.2	15.7	10.5	19.3	22.4	24.5
Denver	10.7	16.3	10.0	18.9	22.4	23.2
Salt Lake City	10.8	16.8	*10.9	19.1	23.9	23.8
Tucson	10.9	15.9	*11.2	16.2	19.4	19.9
Pacific:						
Los Angeles	11.8	15.4	*11.2	14.3	18.6	18.6
Portland, Oreg	12.2	16.6	*12.0	18.2	20.6	21.7
San Francisco	12.5	15.4	*12.3	14.3	19.1	19.6
Seattle	13.6	17.5	*13.0	18.7	20.8	21.6
Spokane						

WHAT IS THE FARMERS' SHARE?

[Concluded from page 9]

these costs represent? How much, if at all, are they responsible for aggravating depressions and slowing up recovery?

PARTIAL answers to these questions are already available. The report of the Federal Trade Commission is expected to add to these answers and so sharpen our ability to solve the problem of building a better standard of living for everyone.

COOPERATION

[Concluded from page 15]

wholesale cooperative last year distributed 7 million gallons of gasoline, 108 thousand gallons of lubricating oil, 700 thousand gallons of Diesel and stove oil, and \$40,000 worth of miscellaneous goods, including tires, batteries, feeds and other farm supplies.

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BUSINESS done by regional wholesale members of National Cooperatives, Inc., in 1935 amounted to over \$25,000,000 and net savings made by member wholesales were close to \$620,000. Approximately 1,000 retail cooperatives in 21 States are served by the 11 cooperative wholesale associations affiliated with this national organization. These associations include the Central Cooperative Wholesale, Superior, Wisconsin; Consumers' Cooperative Association, North Kansas City, Missouri; Midland Cooperative Wholesale, Minneapolis, Minnesota; Farmers' Union Central Exchange, St. Paul, Minnesota; Ohio Farm Bureau Cooperative Association, Columbus, Ohio; Indiana Farm Bureau Cooperative Association, Indianapolis; Farm Bureau Services, Lansing, Michigan; Pennsylvania Farm Bureau Cooperative Association, Harrisburg; Consumers' Cooperatives Associated, Amarillo, Texas; Pacific Supply Cooperative, Walla Walla, Washington; and Eastern Cooperative Wholesale, New York City.

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"COOPERATIVES are not an automatic method of solving problems", warns the AMERICAN FEDERATIONIST. "They require management, devotion, and time, for accounts must balance in cooperatives as in any other enterprise. Those who want to spend their incomes effectively will find cooperatives a help, provided they are looking for a cooperative way of living."

WORKERS employed in a chain of 11 consumer-owned cafeterias in New York City come in for their share of benefits. One of the rules of this cooperative is that the salary of the highest paid executive may not exceed five times that of the lowest paid employee. During the 2 years the NRA restaurant code was in effect, it is reported, this cooperative paid out \$10,000 more than was required under the code provisions.

BUSINESS done by Consumers' Cooperative Services, which started 17 years ago with one small cafeteria and now has a chain of 11, two of which were opened during the depression, totals over \$434,000 a year. More than 4,000 New York consumers are owners of this business. They hire their own chefs and managers, scale quality to meet their tastes and pocketbooks, and every 3 months pay themselves a dividend on food they have eaten.

★ ★ ★

AMERICAN cooperatives, many of them still in their teething period, look to Great Britain where cooperation, now 90 years old, claims a membership of 7,632,721. One out of every 7 persons in Great Britain is a member of the British Cooperative Wholesale Society which is aiming at an increase of 220,000 members this year. Goal in volume of business this year is well over one billion dollars.

★ ★ ★

FARMERS in 23 counties of Ohio have organized cooperatively for the purchase of electricity at economical prices. In two counties 533 miles of rural electric lines are already under contract and are to be completed within 150 days. Total cost of these 533 miles of line, including construction of substations, transmission, and distribution service, wires to houses, transformers attached to the poles, and meters furnished, will be \$504,000, which has been borrowed on a 20-year loan from Rural Electrification Administration at 3 percent. The lines will be mortgaged to the Federal Government until paid for. Only members of the cooperative may use these lines. Current will be furnished at the rate of \$4.95 for the first 100 kw.-hr. and \$7.95 for the first 200 kw.-hr. To aid members to utilize this electric power in their homes and on their farms, the cooperative organization has taken steps to furnish electrical equipment of all kinds at economical figures.

Our Point of View

THE CONSUMERS' GUIDE believes that consumption is the end and purpose of production.

To that end the CONSUMERS' GUIDE emphasizes the consumer's right to full and correct information on prices, quality of commodities, and on costs and efficiency of distribution. It aims to aid consumers in making wise and economical purchases by reporting changes in prices and costs of food and farm commodities. It relates these changes to developments in the agricultural and general programs of national recovery. It reports on cooperative efforts which are being made by individuals and groups of consumers to obtain the greatest possible value for their expenditures.

The producer of raw materials—the farmer—is dependent upon the consuming power of the people. Likewise, the consumer depends upon the sustained producing power of agriculture. The common interests of consumers and of agriculture far outweigh diversity of interests.

While the CONSUMERS' GUIDE makes public official data of the Departments of Agriculture, Labor, and Commerce, the point of view expressed in its pages does not necessarily reflect official policy but is a presentation of governmental and nongovernmental measures looking toward the advancement of consumers' interests.

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